

January 3, 1955

Manager, Radio Station WCSR

Dear Miss Davis:

As announced in the current CRC Newsletter, a revised system of handling broadcast affidavits is now in effect. All affidavits for the previous month will be mailed to you on or about the 1st of each month. Correct completion and prompt return are essential to contract maintenance - - which, in turn, is essential for sponsor satisfaction. Please study the following points:

1. Indicate "AM" or "PM" on all broadcast times.
2. Return TWO complete, notarized copies of each affidavit. (Exception: only one required for Lucky Strike.). In some cases, this may necessitate single spacing your entries, or use of extra sheets. CRC will endeavor to forward ample blanks, however.
3. Forms marked "STATION COPY" are included solely for your use.
4. IF the completed affidavits (2) are not received by the 10th, we will mail you a reminder. To cover cases where mail has been lost, duplicate forms will be enclosed. Please complete and return the second set, even if you have already mailed the first set, for, evidently, the first set has gone astray. Prompt return of the first set (unless lost in the mail) will eliminate the problem.
5. If not received by the 20th, we will telephone or telegraph you. Costs of such communication will be deducted from your remittance.

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The affidavit forms for December broadcasts are enclosed.

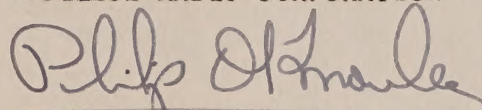
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If we lack any past affidavits, a memo to that effect is enclosed, along with necessary blanks. Please complete and return with the December reports.

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As indicated in the Newsletter, CRC has appointed the undersigned to handle station relations. A few years ago, I was alternating term papers and station correspondence on my roommate's portable, and trying to schedule broadcasts between seminars and social life. Now that I am on the other end of the correspondence, I am anxious to hear about your station, and receive your ideas for improving CRC's service to you. Please feel free to write at any time, and plan to stop in for a visit if you come to New York.

COLLEGE RADIO CORPORATION



Philip D. Knowles
Operations Manager

January 3, 1955

Manager, Radio Station WJLB

Dear Miss Davis:

As announced in the current CRC Newsletter, a revised system of handling broadcast affiliations is now in effect. All affiliations for the previous month will be mailed to you on or about the 1st of each month. Current cancellations and prompt return are requested to current affiliations - which, in turn, is essential for accurate station planning. The following points:

1. Indicate "A" or "B" on all affiliations.
2. Radio and TV stations, notated copies of each affiliation. (Exception: only one required for Lucky Strike.) In some cases, this may necessitate single spacing your entries, or use of extra space. CRC will endeavor to forward entire blocks, however.
3. Do not mark "STATION COPY" and include only for your use.
4. If the copy of affiliation (2) are not received by the 10th, we will mail you a reminder. To cover cases where mail has been lost, duplicate forms will be enclosed. Please complete and return the second set even if you have already mailed the first set. For, unless the first set has gone astray, prompt return of the first set (unless lost in the mail) will eliminate the problem.
5. If not received by the 10th, we will telephone or telegraph you. Costs of such communication will be deducted from your remittance.

The affiliation forms for December broadcasts are enclosed.

If we lack any past affiliations, a memo to that effect is enclosed, along with necessary plans. Please complete and return with the December remittance.

As indicated in the Newsletter, CRC has sponsored the undersigned to handle station relations. A few years ago, I was circulating term papers and station correspondence on my master's thesis, and trying to establish contacts between stations and central life. Now that I am on the other end of the correspondence, I am anxious to hear about your station, and receive your ideas for improving CRC's service to you. Please feel free to write at my time, and plan to stop in for a visit if you come to New York.

COLLEGE RADIO CORPORATION

Philip O. Knowles
Operations Manager